

Portfolio 2025

Dean Patterson Senior Brand Designer Ōtautahi Aotearoa

Kia ora, my name is Dean. I am a dedicated graphic designer and team leader specialising in advertising and brand identity systems for both established and emerging companies in print and digital media.

With over 20 years of experience in marketing and design across higher education, translation services and advertising agencies, I am committed to delivering high-quality design and brand solutions that achieve results while consistently meeting deadlines.

What follows is a small sample of work I have produce over the years, showcasing branding, system development and campaign advertising.

Publications — Introduction to...

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The Introduction to ‘faculties’ publications outlined the offerings and opportunities available within each academic department. These publications serve as guides for prospective and current students, detailing overview of each faculty, programs and degrees, course listings, research opportunities, career prospects and student support services.

Publications — Study Abroad

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The Study Abroad publication from the University of Canterbury highlights the unique opportunities available for international students in Christchurch, New Zealand. It emphasises a range of key aspects that contribute to a challenging yet rewarding experience, including diverse academic programs, cultural immersion, supportive environment, research opportunities, outdoor adventures, community engagement and networking and professional development.

Choose Science Campaign

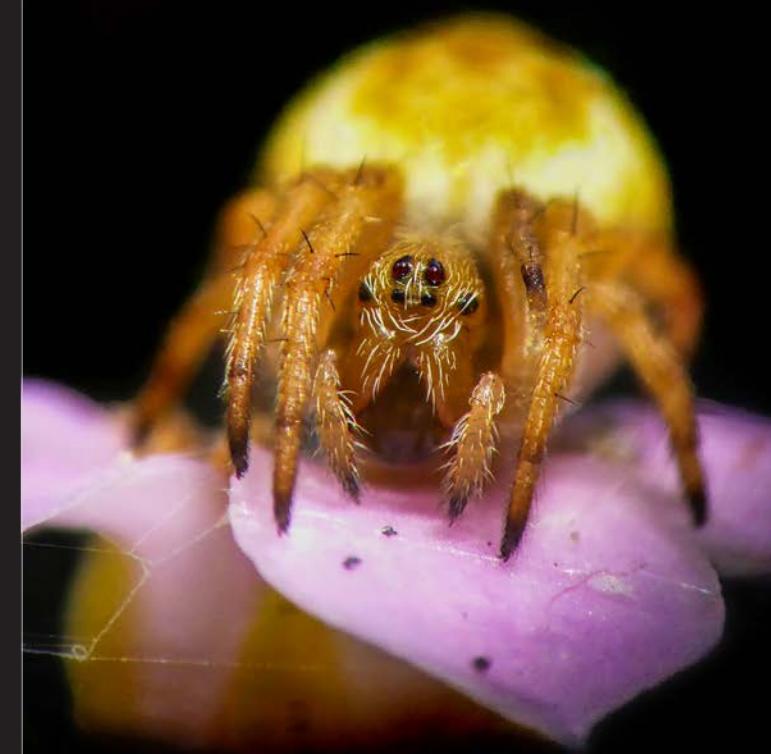
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Print, digital signage, billboards and social media

The Choose Science Change the World campaign was designed to showcase award-winning student photography, highlighting the creativity and talent of aspiring scientists. The campaign's visual identity features a distinctive red arrow, symbolising direction and the possibilities that science offers.

**UNCOVER
THE SMALL
THINGS**



UC
UNIVERSITY OF
CANTERBURY
150 years
1873-2023

Choose
Science.
Change
the world.

Brand Merchandise Guide

Portfolio 2025.4



UC's brand merchandise guide is a comprehensive resource designed to help staff navigate the setup and use of merchandise while ensuring consistency in branding. This guide outlines the rules and regulations necessary for producing a cohesive look and feel across all branded materials.



Graduation Week

Portfolio 2025.5



Print, digital signage, billboards and social media

The incorporation of the Kōwhaiwhai (Māori motif) Maunga, representing the Southern Alps, adds a significant cultural dimension to the graduation collateral. The themes of journey, unity, integrity, and protection reflect the experiences and aspirations of graduates as they move forward. It creates a strong sense of connection to both heritage and personal growth.

Adult Study Options Expo

Portfolio 2025.6

By partnering with higher education institutions in Canterbury, the 'Explore Your Study Options (Explore Study/Your Options)' expo provided adult students with a wealth of options tailored to their future needs and created a valuable platform to discover and compare different pathways.



Social media tile



Study Law Campaign

Portfolio 2025. 7

Study Law campaign effectively built on the UCMe 2021 campaign while tailoring its message specifically for law recruitment. Maintaining branding consistency was crucial for UC recognition, and focusing on the unique aspects of studying law helped attract the right candidates.



Digital signage

Annual Reports 10-24

Portfolio 2025.8



The annual reports highlight UC's positioning by simplifying complex data with easy-to-read layouts, iconography, and graphs. This enables stakeholders to understand insights, leading to a clearer comprehension of the university's performance and objectives.



Enrol Now Campaigns 19–25

Portfolio 2025.9



The Enrol Now campaigns built on the foundations of the UCMe and Choice campaigns, specifically tailoring its message to convey that it's not too late to enrol. This strategic focus not only reinforced the brand identity but also resonated with prospective students, encouraging them to take action in their educational journey.

Social media — Meta Facebook carousel

MBA Info Evening

Portfolio 2025. 10

Applying a solid red background and a concise headline effectively captured attention and boosted attendance at the MBA Info Evening sessions. This Kōwhaiwhai (Māori motif), used across business faculty materials, represents excellence, growth, pursuit of knowledge, ascent, and development, reinforcing the faculty's core values.



Adult Market Campaign

Portfolio 2025. 11

Using simple, powerful headlines, a call to action, and a standout red color palette was a strong and effective strategy for reaching the adult student market. The message ‘Start your academic journey today’ is both direct and motivational, effectively inviting potential students to take action. This approach not only grabs attention but also emphasises the accessibility and immediacy of further education.

Pursue personal and professional growth

To transcend boundaries

“I envision myself playing a pivotal role in fostering innovation and best practices that benefit my team and organisation, the broader community, and the industry.”

Sanjay
Master of Business Administration (MBA)

A close-up portrait of Sanjay, a middle-aged man with dark hair and a full, greyish-white beard. He is wearing blue-framed glasses and a dark blue patterned shirt. He is smiling broadly, showing his teeth. The background is a soft-focus red and white gradient.

Start your academic journey today

The logo for the University of Canterbury, featuring the letters "UC" in a stylized font.

The crest of the University of Canterbury, which includes a shield with a building and trees, topped by a crest.

UNIVERSITY OF
CANTERBURY
Te Whare Wananga o Waitaha

A standard black and white QR code located in the bottom right corner of the page.

Social media, HTML and print advertising

For the commitment to excellence

"Pursuing further education is a revolving door of opportunity. You can always return to your previous path, but if you never try, you'll forever wonder, 'What if?'"

Nina
Master of Business Administration (MBA)

Students' dominate 'excellence' awards

University of Canterbury postgraduate students are among nine New Zealand university students to receive Todd Foundation Awards for Excellence.

The aim of the awards is to support projects that promote excellence and encourage the development or research that will be of benefit to New Zealand.

UC students who received awards were: Begüm Morgenstern, Jessica Cook, Nicholas Lowther and James Newell.

Morgenstern, who is completing a Master of Science degree in geological sciences, has been awarded \$5000 for her research into mineral resources, which aims to help determine where she would design when she finds out she had won the award.

"I feel great to be recognised at this level and know that the Todd Foundation to New Zealand, I have worked extremely hard over the last four years and it makes me very happy that I have finally paid off."

Zoë Sturman and James Newell, known as the 'Negotiating Delegation' from December's Association of Partner (ACP) conference in Mexico, will be part of a government-initiated climate change communication team. Sturman, who works as a senior policy advisor at UC, will be part of the conference's policy team. Both feel strongly that climate change is a phenomenon that should unite people around the globe.

"We need to confront the very real and scary realities of what could lie ahead if we do not act together," says James. "It is one challenge that will define our generation."

Lowther only chose to improve the performance of seismic energy dissipation mechanisms to avoid building and protecting buildings and their occupants during earthquakes.

He said that he was very pleased to be selected to receive the Todd Foundation Award.

"I have been a confidence boost to use the credit of my work recognisably like this. I am grateful for the opportunity and will do my best to represent them well in my future endeavours," Cook said.

Lowther, a Master of science in medical physics student, has been awarded \$5000 and is investigating a technique called bone tracking techniques based on anatomical landmarks (which triggers up to 97 per cent of strokes), a PhD student, has been awarded \$5000 for his research into computational fluid dynamics (the research will modelise material in pipes and heat exchanges).

The success of UC students in 2014 follows the 10 awardees seen from UC.

Start your academic journey today

UNIVERSITY OF CANTERBURY
Te Whare Wānanga o Waitaha

UC

QR code

UCMe Brand Campaigns

Portfolio 2025. 12

The UCMe campaign's ten-year evolution demonstrates a strong commitment to maintaining freshness and relevance, crucial for engaging a diverse student audience. Each year, the campaign's updated look and feel resonated with various demographics and trends, enhancing its appeal. This approach not only increased student enrolments but also significantly strengthened UC's financial position, showcasing the effectiveness of targeted engagement.



Print, digital signage, billboards and social media



Let's talk, I'd love to work with you

Personal Details Dean Patterson Merivale Christchurch 8014 New Zealand dpatties@me.com +64 21 125 24 88 deanpatterson.co.nz	Education Wanganui School of Design (University of Waikato) Bachelor of Computer Graphic Design (BCGD) with distinction for academic achievement. Yoobee (Natcoll) Diploma in Computer Graphic Design (dip.CGD)	Certificates and Courses Yoobee <ul style="list-style-type: none">• Web Development Micro-credential Certificate — HTML5, CSS3, JavaScript• UX Design Micro-credential Certificate• After Effects Essentials Certificate University of Canterbury <ul style="list-style-type: none">• Empowerment through Delegation• Coaching Conversations• Communication Skills• Fostering Innovation and Leading Change• Challenging Client Situations• First Aid (Comprehensive)	Software <ul style="list-style-type: none">• Apple macOS• Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat Professional, After Effects, Express, Rush, Firefly (AI),• Microsoft Office• Visual Studio Code• Google Web Designer• Monday.com / Streamtime	
Employment University of Canterbury (September 2010 – present) Senior Graphic Designer University of Canterbury Private Bag 4800 Christchurch 8140, New Zealand canterbury.ac.nz	Waves Advertising/Crescendo (December 2007 – September 2010) Senior Graphic Designer 9B Beverley Street Merivale PO Box 1029 Christchurch, New Zealand	Q Brand Agency (May 2006 – December 2007) Intermediate Graphic Designer 75 Peterborough Street, Unit 4 Christchurch 8013, New Zealand qbrandagency.com	MLT (April 2002 – May 2006) Graphic Designer 21 Bealey Ave, Unit 9 PO Box 2765 Christchurch 8014, New Zealand mlt.co.nz	Referee Caroline Polson — TwoScoops Co-founder, Client Services and Managing Director G01/10 Sugarloaf Lane Christchurch, New Zealand caroline@twoscoops.co.nz +64 22 068 0887 twoscoops.co.nz

I am currently the Senior Graphic Designer at the University of Canterbury, where I lead a creative team of designers.

I have been working in the graphic design industry for over 20 years and graduated from Wanganui School of Design (University of Waikato) where I received a Bachelor of Computer Graphic Design Degree (BCGD) with distinction for academic achievement. I have also studied at Yoobee (Natcoll), where I received a Diploma in Computer Graphic Design (dip.CGD).

I have a wide range of skills using Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat Professional, After Effects, Express, Rush, Firefly (AI) as well as Microsoft Office, Visual Studio Code and Google Web Designer. I have also utilised project management software, including Monday.com and Streamtime.

Throughout my career, I have worked with several design firms, including Q Brand Agency, Waves Advertising/Crescendo, and MLT, and I have provided freelance services to various companies.

At the University of Canterbury, my responsibilities include creative design, typography, and layout for both print and digital media. I provide leadership and management, overseeing creative direction and branded projects. My role also involves scheduling, art direction (including photography), as well as client communication with both internal and external stakeholders. I am an effective problem solver and consistently meet strict deadlines while collaborating closely with Account Managers and other team members.

In support, Caroline Polson, TwoScoops Co-founder, Client Services and Managing Director (previously UC Client Services and Account Manager) is willing to act as a referee on my behalf.

For a more in-depth and personal look at my portfolio, please don't hesitate contacting me:

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